LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-2241—Standing Order 4-Pack—Req. No. —B&W bleed—9⅞ x 12—Tobacco Trade—71 (B)
Printed in U.S.A.

In 1972, Philip Morris brands grew 4 times more than all others combined.

Your "standing order" should be a growing order

Led by Marlboro, which has the greatest growth of any cigarette in the U.S. (up 17.7% last year), Philip Morris had an overall gain of 13.8% in 1972.

In 1972, Marlboro sold 10.5 billion more units than the year before. Benson & Hedges, up 14.2%, sold 2.32 billion more. Parliament, up 4.5%, sold 400 million more. Virginia Slims, up 12.4%, sold 680 million more.

Is your standing order standing still? It should be a growing order. Otherwise, you could be caught short of the fastest-growing family of brands in the industry.

Your accounts wouldn't like that. And neither would you.

Philip Morris USA

SOURCE: The Maxwell Year End Report, Feb. 1, 1973, Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/sskn0003
2061190897